Latitude Launches AI Visibility Platform After Tracking 12,400 Buyer Questions Across ChatGPT, Claude, and Gemini

New data shows top-ranking Google pages are routinely absent from AI answers for the same query, as assistants draw on only a handful of sources per response



UseLatitude.ai Logo

NEW YORK, NY, UNITED STATES, September 4, 2026 /EINPresswire.com/ -- Latitude (uselatitude.ai) today launched as an AI visibility platform that tracks how ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews answer real buyer questions, identifies the sources those answers are built from, and helps businesses earn a place in them.

The launch is accompanied by findings from Latitude's own answer-tracking data. Over the past 90 days, the platform put 12,400 unique buyer questions to the tracked models and recorded 2,180 distinct source domains cited across the responses, building a dated archive of 186,000 answer snapshots.

Three patterns stood out:

- AI answers cite very few sources. A typical assistant response to a commercial question names between three and six pages. Google's traditional results page offers ten, plus ads and shopping units.
- Ranking first no longer guarantees being named. One in three pages that hold the top organic position for a query do not appear in the AI answer generated for that same query.
- Most questions never produce a click. Roughly 60% of tracked questions were resolved inside the assistant with no visit to any source.

For twenty-five years the job was to rank. Latitude's position is that ranking now only gets a page crawled, and being cited is what gets a business named. A company can hold position one for a keyword and still be invisible to the customer who asked ChatGPT instead of Google. Nobody

outside a handful of labs can see inside these models, but everyone can see what they say, and asked often enough, the answers form a pattern that can be read and acted on.

How Latitude works

Latitude operates on the principle that a black-box system can only be measured from the outside. Every day it asks the tracked models the questions a business's buyers are actually asking, records who is named, in what order and with what framing, and logs the sources each answer draws on. Across thousands of responses this produces a ranked view of the specific pages that shape a category, which in Latitude's analysis of one B2B market spanned 142 domains across review sites, vendor documentation, industry press, forums, Reddit, YouTube and directories.

The platform then helps businesses act on that map. Built-in outreach tools manage contacts, sequences, follow-ups and reply tracking against the source list, while a content engine produces pages structured the way assistants prefer to quote them: the question as the title, the answer in the first sentence, and sections that stand on their own when lifted out of context. Automated backlink building, Reddit discovery and technical site analysis also help businesses fine tune their strategy.

Pricing

Latitude is sold as a one-time purchase of $99 for lifetime access, with no monthly fees or per-seat charges. Every model added to the platform in future is included.

About Latitude

Latitude is an AI visibility platform that tracks how AI assistants answer buyer questions, maps the sources behind those answers, and helps businesses earn a place in them. Latitude is available at uselatitude.ai.

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